

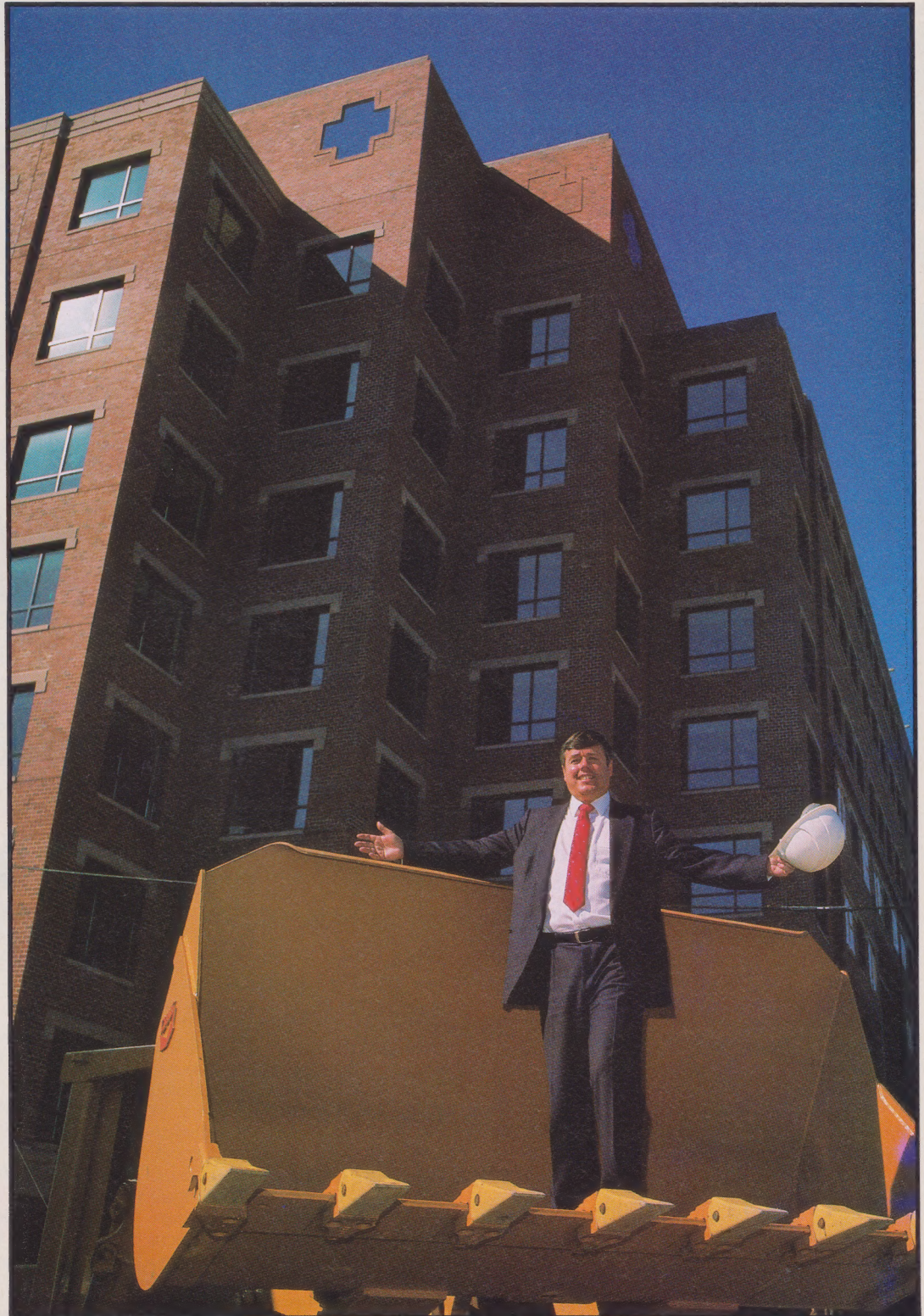
MONCTON NB

SHARE THE SUCCESS

SHARE THE SUCCESS

THE NEW \$30 MILLION BLUE CROSS CENTRE IS JUST ONE EXAMPLE OF THE ECONOMIC VITALITY OF MONCTON NB

EXECUTIVE SUITE
NINE MONCTON
SUCCESS STORIES



The CN Commitment:



“CN is working hard to meet the shipping needs of Atlantic Canada’s shippers and receivers.”

Marv A. Blackwell
Vice-President
CN Atlantic Region



Providing reliable, innovative transportation and distribution services for Moncton.

At CN we stand firm in our commitment to Moncton and to all of Atlantic Canada to provide affordable reliable distribution services.

We respond with strategically located intermodal terminals that provide flexibility in our service, like the \$20 million Maritimes Intermodal Terminal in Moncton. It combines the long haul efficiencies of rail with the pick-up and delivery flexibility of trucks.

We respond daily with specialized equipment and innovations to meet our customers’

needs. And we respond with reliability in our delivery schedules providing second morning intermodal service to and from Montreal and Toronto. Our third afternoon delivery to Chicago via our Laser train connects Maritime shippers to the U.S. industrial heartland. Goods are shipped faster. Delivered sooner.

And with the farthest reaching railroad system in North America, excellent run-through connections with our own and other U.S. railroads, we open up the entire continent.

Our proud involvement

with Moncton is a key part of our commitment to become the best distribution company, not only in Atlantic Canada, but in all of North America.

For more information contact:

Yves Bourdon
Regional Manager
Operations and Marketing
Tel.: (506) 853-2112



*Responding to
the Challenge*



JUST MINUTES FROM MONCTON

THE SURGING WATERS OF THE Bay of Fundy, rocks and caves carved by the relentless power of the tides... Sandy beaches at Shediac, sailing and sunbathing, lovely warm water lapping at feet and sand castles... Tidal marshes at Kouchibouguac rich in bird life, wind rustled grasses, uncrowded paths and bicycle trails... White water streams and gentle rivers to paddle on, trout or salmon snapping a hand-tied fly at the end of a line.

Country inns and country quilts... Unexpected treasures at a farm auction... Poster beds and just-made biscuits served for breakfast... Harvest dinners and heritage celebrations... Covered bridges and sites where events changed history... A steam locomotive with vintage cars that take you back in place and time, hot air balloons filling the sky...

Fresh caught, fresh cooked lobster so sweet butter would spoil it... Fiddleheads taken from the warm moist earth in early spring, just as they are about to uncoil... Strawberries and raspberries from U Pick farms... wild blueberries filling buckets — and pies... just minutes from Moncton.

GREATER MONCTON BUSINESS REPORT

MONCTON NB

SHARE THE SUCCESS

Publisher: David Hawkins

Editor: Susan Day Fuller

Art Director: Jim Hudson

Art Assistants: Lorrie Bell Hawkins, Darrell Munro

Advertising Sales: Carol Chapman, Lisa Morris

Photography: Rod Stears

The collaboration and assistance of Paul Daigle and Peter Belliveau of Moncton Industrial Development Limited is gratefully acknowledged.

Produced by: Hawk Communication Studios, Moncton, New Brunswick

Published by: Hawk Communication Studios, 3 Squire St., P.O. Box 1416, Sackville, New Brunswick E0A 3C0 (506)536-3241

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MONCTON IS BUILDING FOR THE FUTURE

The business community and the City are actively committed to Moncton's success today and in the years ahead.



THE CITY OF MONCTON IS ON THE move! In 1987 the value of building permits issued was an unprecedented \$78 million. This represents an increase of 260 per cent over 1983 and 50 per cent over 1986, the year which set an all-time record for the value of construction approved.

Other statistics tell the same story. In '87 there was an impressive increase of \$158 million in the City's property assessment base and total real estate sales in Greater Moncton in 1987 were nearly \$70 million—up 8 per cent over the previous year, which itself set a record. And, the province of New Brunswick is leading the Atlantic region in economic health.

These trends give every indication of continuing throughout 1988—and we believe well into the years ahead.

This growth is solid evidence of the faith of the people in the business community in Moncton in their own, and the community's, potential and ability to succeed.

It is taking place in all sectors of the economy and is well-distributed throughout the community—in the downtown core with the anchor \$30 million Blue Cross Centre, at Magnetic Hill, where the City, to date, has invested nearly \$20 million in its major new tourism park complex, and in our two Industrial Parks. New businesses are opening, established businesses are renovating or expanding all around the city.

In the past editions of this Business Report, the first focused on the revitalization of our downtown, the second on major new business initiatives underway. Because the attitudes of people in a community are the key to that community's success, in this edition we have asked nine individuals to share their ideas and impressions about being in Moncton.

These people represent a broad cross-section of types of business. Some are native sons and daughters, some have left Moncton and returned, others are relative newcomers. Their spontaneous comments cover topics that range from particulars of why they feel Moncton is a good place to do business to some of the reasons they and their families enjoy living here.

We hope that their ideas and information will encourage you to consider Moncton as a location to do business. We invite you to come for a visit and talk to us about all the possibilities here.

The people and the City are actively committed to building for the future—and we enthusiastically invite you to Share the Success!

GEORGE RIDEOUT
Mayor of the City of Moncton.

MONCTON HAS PROVEN INVESTMENT POTENTIAL

Recent initiatives include large retail and commercial complexes as well as numerous entrepreneurial ventures.

ART BUCK IS DIRECTOR OF COMMUNITY Services for the City of Moncton. His responsibilities include the city's parks such as Centennial Park, which features a wide range of family activities during all seasons of the year, and the Magnetic Hill Tourist Development Park, the first phase of which opened during the summer of 1987. The 350-acre site presently includes the original Magnetic Hill and Game Farm, Magic Mountain Water Theme Park and the Wharf Village Shoppes and Restaurants. The Magnetic Hill facility is the largest joint venture tourism/recreational complex of its kind in Canada.

"From comments I'm hearing from all across the country, Moncton has become a 'destination city.' Not just in Atlantic Canada, but in Ottawa, Vancouver, Edmonton, there's a strong attitude about Moncton that 'You folks have done something right.' The attitude when thinking about this city for business is 'Certainly Moncton!'"

There's also a very positive feeling about Moncton as far as holding conventions or sports events or tournaments. Spouses and families are happy to come too, because they say there are more things to do here.

For a long time Moncton has also had a great after-convention response from people who have come here and gone home and talked about how warm and friendly the residents are; they were made to feel at home. Delegates don't always leave with that kind of feeling about where they have been.

Part of it is that we have a beautiful lifestyle here. We're within sixty miles of two very distinct national parks—the rugged majesty and cold water beauty of Fundy Park and the warmth and romantic tranquility of Kouchibouguac Park. Plus with our total cultural mix, we've got a real metropolitan atmosphere.

In terms of business, there's a positive climate that has developed about Moncton. Atlantic Wholesalers wouldn't have built the first Real Atlantic Superstore here if they weren't pretty sure it would be a success.

When Magic Mountain was being built there was some scepticism about whether



there would be enough people to use it. We said we *know* it will work, we *know* people will come. At the end of the season, after we had 142,000 guests there, and exceeded attendance projections, one of the principal investors conceded, 'You told us this is what would happen.'

Now that Magic Mountain justifies and

MONCTON HAS A REPUTATION ACROSS CANADA AS A 'DESTINATION CITY.'

substantiates our claim, we can confirm that the investment potential is there.

For investors, the traditional measuring stick is looking at the population within one hundred miles. In addition to a substantial population, from a development point of view we already have a unique attitude of acceptance established—that's the key.

Last year, we had 830,000 people enter through the Covered Bridge (the main entrance to the Magnetic Hill Complex). Our very good weather was a big help, but for times when it might not be, you build facilities for rainy and cold days—and they're not nearly as expensive to build as the water park.

We've just scratched the surface of the potential of what is going to happen there. About half-a-dozen projects are now under

investigation and evaluation.

The whole area is just not going to stop. Private groups and individuals are also considering a number of projects on the surrounding grounds and this means there's potential for all kinds of support enterprises.

There's lots of room for new business in Moncton and the list will just keep growing. The next two to three years are going to be very exciting here. I can't think of a better place for investors to put their money. There's a very bright feeling, an acceptance level, and people who are willing to partake of the amenities here. I think it's higher than anywhere else in Canada.

I also feel very strongly about wanting to live in Moncton. Our people are great. I like the mixtures of climates and I get claustrophobic in cities in central parts of Canada. I like to know that the water—the sea—is out there, not that far away."



The City of Moncton's two industrial parks, with a wide range of tenants, are the most successful in New Brunswick.

THERE'S STILL PLENTY OF ROOM FOR GROWTH

Moncton is the centre of one of Canada's top ranking retail markets.

WITH HER HUSBAND STEVE, JUDY Jacobson owns and operates Maritime Frame It, Studio 14, a gift boutique and art gallery located in the heart of the revitalized centre of Moncton. The Jacobsons were among the first downtown merchants to take part in the Facade Improvement Program. Jacobson is also Past-President of the Board of Directors of the Moncton Museum and a founding member of the Arts Centre Commission, which is aiming for the completion of the city's art centre in 1990, the centennial of the founding of the city of Moncton. The Jacobsons are residents of the city core.

"I grew up in Moncton and have lived in other places, but family ties brought me back to this part of the world. We bought an existing building and have been in that same location for the past eight years. And we've been part of all the growing pains—and now all the pleasure of doing business in the downtown area.

The appearance of the downtown has improved so much. It's pleasing, interesting, enjoyable. I think the Christmas lighting display that was purchased by the City and the Central Business Development Corporation is one of the finest I've ever seen. And now there's so much more foot traffic. But there's still plenty of room for growth, too—for boutiques, smaller stores.

People go out of their way to come downtown, and they expect something different than what they get at the malls.

Because of the different services we offer, including custom framing, we get an interesting mix of customers. We've realized, for example, the Université de Moncton has a marvellous impact on the city because professors and students come to Moncton from around the world — they add a cosmopolitan element to the city. Specialized, personal service is what we offer, and we've made good friends that way.

There's a real spirit of cooperation among the downtown business owners. It's really a sense of wanting to see new owners succeed and do well too, because the more stores that open, the more there's a sense of this being an 'outside mall,' — and the better all will do.

Everyone downtown is excited about the impact of the Blue Cross Centre and the new restaurants that are opening, because they will bring more people downtown, too.

The Art Centre will be a great plus. It's definitely something that's been lacking and

studies done by consultants show the time is right. It's going to be a real service to the community too—available to local groups of all sizes and interests.

I'm really enjoying working with the 16 people on the commission. They all have a very positive attitude—and there's such a strong feeling of wanting the project to succeed. I feel most privileged to be involved.

At one point Steve and I considered putting the shop into a mall and decided against it. I just like to be downtown to look out and see people—it's a whole different feeling. But there are some real differences in being in business downtown. You have some of the same basic expenses as a person in a mall location, but I think you have more independence and you have to be more adventuresome and make a special effort to get customers' attention—using very creative advertising, for example.



As far as living downtown, there's lots of good solid growth—older homes being renovated as well as new residential properties such as the Queen's Court condominium complex. I also think it's significant that the residents of the city centre insisted, and City Council agreed, that the Edith Cavell Elementary School would be rebuilt on its site after it burned down.

The renovation of Heritage Court and Marven's, the old biscuit factory, are good signs too. If the city centre is working, the whole city is working."

The Power To Attract 830,000 Visitors

Magnetic Hill has long been internationally famous and is one of Canada's most popular natural tourist attractions.

Now, the 350-acre Magnetic Hill Tourist Development Park is a major initiative of the City of Moncton to create a world-class tourism and entertainment complex.

The New Magnetic Hill will be Eastern Canada's most exciting and varied vacation/recreation destination. There's still plenty of opportunity for your investment participation.

Moncton's New Magnetic Hill has:

Proven Potential —

- ☐ More than 830,000 visitors in 1987.
- ☐ \$50 million planned complex.
- ☐ Backing of municipal, provincial and federal governments.
- ☐ Financial involvement of successful international developers.

Opportunities for future investment —

- ☐ Major components still open for development include the \$9 million Family Theme Park and a \$10 million Accommodation Village/Resort.
- ☐ Development of a \$1.5 million Observation Tower.
- ☐ Business potential in areas surrounding the park.

The City of Moncton invites you to *Share the Success!*

For further information contact:

Art Buck
Community Services Department
100 Westmorland Street
Moncton, New Brunswick
E1C 5B2

Telephone 506-853-3516



WE CAN GET AN ORDER AND SHIP THE SAME DAY

ROGER RIEL IS MANAGER OF THE Moncton branch of Kuehne and Nagel International Ltd., which provides public warehousing and distribution services. Riel moved to Moncton about a year ago following 15 years in Montreal. Kuehne and Nagel is located in the Moncton Industrial

Moncton is linked by road, rail and air to markets across Canada, in the US and off-shore.

Park, one of two industrial parks operated by Moncton Industrial Development.



THE MEETING PLACE

From boardroom to banquet-size. Meet in Moncton, geographic centre of Atlantic Canada. (1.4 million people within a 3-hour drive).



THE PLACE TO STAY

From cozy to elegant, our fine hotels and excellent restaurants will make your gathering memorable. (Savour the ever-present Atlantic lobster).



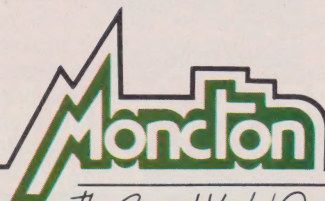
THE SHOWPLACE

From major concerts to trade shows, our Coliseum-Agrena seats 7,000 and boasts 100,000 square feet of prime exhibit space. (Free parking for 2,500 vehicles).



THE PLACE TO SEE

From shopping to museums plus two of the world's great natural attractions... Magnetic Hill and the Tidal Bore. (Sandy beaches are only one-half hour away).



The City to Watch / Quelle ville !

MARKETING & PROMOTIONS
CITY HALL, 774 MAIN STREET
MONCTON, N.B. E1C 1E8
(506) 853-3333



"Kuehne and Nagel is here because of Moncton's location at the centre of the Maritimes. We can ship from here to the entire region at a very reasonable cost.

Business has increased a lot and is certainly good. We recently expanded the warehouse by almost 100 per cent and increased our staff by more than a third and we're almost at capacity again!

The major portion of our business is white and brown ware—home appliances and electronic equipment—for Sears Canada, and Kuehne and Nagel is here in Moncton because this is where Sears and our other national clients want us to be.

We like being situated in the Industrial Park—and being among companies with similar or related interests. A big plus is that we don't have to wait long for a trailer if we get an order for a delivery. The transport companies can have a trailer here in five to ten minutes so we can often take and ship orders in one day.

Being part of the Industrial Park Association is good, too. When I first came to KN here, I had a question about a municipal tax bill. I just called one of our "competitors" down the street who helped me understand it.

When my family and I came to Moncton we liked the idea of coming to a small town because though we lived in Montreal for 15 years, we were originally from a small town. In a small town you get to know people very easily because once you meet them, you usually see them again very soon.

It's nice for our daughter, who's seven, because she can safely walk or ride her bike to school, and the French immersion programs are good.

There's also a nice interchange of people here—coming from places like Montreal and Toronto. When I first came down, being from Quebec I wondered 'How am I going to fit in?' I was concerned about my ability to adapt and to be accepted.

For people coming from Quebec the English and French mix makes Moncton very attractive. Moncton certainly is the most bilingual place in the Maritimes. Fitting in was really easy."

MOUNT ALLISON UNIVERSITY



Margaret Norrie McCain
Chancellor,
Mount Allison University



MOUNT ALLISON UNIVERSITY
Sackville, New Brunswick, Canada E0A 3C0

OFFICE OF THE CHANCELLOR
Margaret Norrie McCain

The strength of a community is reflected in the strength of its institutions.

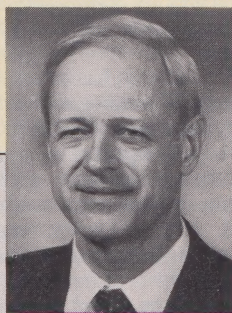
Ever since Mount Allison University was founded, almost 150 years ago, its roots have been deeply intertwined with the life and traditions of Atlantic Canada. Through all that time, the privilege of initiating successive generations of young men and women to the thoughtful study and application of human knowledge has been our greatest trust. The contributions of our graduates to the community around us — in business, the professions, the arts, and public life — have been our greatest rewards.

The quest for excellence may lead in unexpected directions; but today, on the brink of our sesquicentennial anniversary, Mount Allison greets the challenges of change fully determined to preserve our humane heritage of scholarship and service.

It gives me genuine pleasure and satisfaction to join with our president, Donald Wells; the chairman of our Board of Regents, Purdy Crawford; the chairman of the Board's Executive Committee, Roderick Bryden; and all the members of our university community; in a reaffirmation of Mount Allison's commitment to the service of learning in the Atlantic provinces, in the rest of Canada, and wherever Allisonians may travel in this world.

Margaret N. McCain

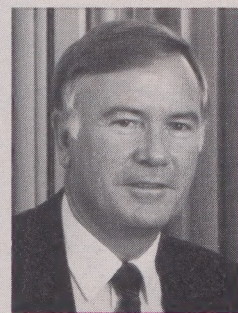
Margaret Norrie McCain
Chancellor



Donald O. Wells,
B.Sc., M.Sc., Ph.D.
President
Mount Allison University



Purdy Crawford,
B.A., LL.B., LL.M.
Chairman, Board of Regents,
Mount Allison University &
President, Chairman of the
Board and Chief Executive
Officer, Imasco Ltée.



Roderick Bryden,
B.A., LL.B., LL.M.
Chairman, Executive Committee
of the Board of Regents,
Mount Allison University,
President, Kinburn Corporation
& Chairman and Chief
Executive Officer, SHL
Systemhouse Inc.



**Mount
Allison
University**



BUSINESS GROWTH IS STEADY AND SECURE

Local and regional companies as well as regional offices for national firms and government agencies are headquartered in Moncton.

MARILYN PURDY IS CO-OWNER OF the Century 21 K & J Realty franchise with Shirley Fillmore. Purdy has lived in the Moncton area for 30 years and has co-owned the company for eight years. K & J recently moved into a newly renovated and modernized building. Purdy is the 1987-88 president of the Moncton Real Estate Board, which helps sponsor over 50 community organizations such as the Blood Donor Clinic and Head Start.

"Moncton has an exceptional variety and range of housing and prices, from \$25,000 mini-homes to \$400,000 executive styles. The atmosphere is great—a safe, happy environment—a good place for children to grow up. And as far as real estate is concerned, as far as I know, no client has ever had a serious loss; there is usually a modest gain.

In terms of business, Moncton has been good to me. I don't know if I could have done this in another city. One of the positive keys is that growth here is slow and secure—the peaks and valleys are so small compared to other places, so there is less risk-taking in being in business here.

I know a number of successful business people and for small businesses, the biggest plus is the stability. If you manage well and do a good job reading the trends, you can be optimistic that the growth will always be there.

There's a core of business people who are very enthusiastic. I've received great service from all the support functions I need, like legal, insurance, cars, office furniture. You can also get good financing and have good relations with lending institutions.

I've been treated fairly and honestly. In a community the size of Moncton you're known all over. You recognize names and if people have good reputations they rise to the top—and you feel good about working with them.

The City is also highly cooperative, and looking for the best for the community. They have an eye on the future—and there is lots of growth potential.

I wouldn't want to live anywhere else. I have a great life with my husband and children. We like to sail and you can work until 7pm and because you're only 20 minutes away from your boat, you still have time. Downhill skiing is only one or two hours away.

For people who move to Moncton, I definitely suggest that they take up a winter sport, because winter is long here. But things like cross-country skiing are terrific. Fundy Park in winter is wonderful!

Having grown up in Moncton I've built up friendships over the years, and one of the nicest things about being in Moncton is that people are open and friendly, and people who are new to the community are readily accepted, too.

Finally, the people in the community, including the business community, are very helpful and generous. When the Real Estate Board asks for volunteers for a community project, we have no trouble getting them with just a few phone calls."

U de M IS OPENING MONCTON TO NEW OPTIONS

Moncton has a well-educated, well-trained workforce.

DR. LOUIS-PHILIPPE BLANCHARD IS the President of Université de Moncton, the largest French-language university in Canada outside of Quebec, with some 6,000 students and 20,000 graduates. This year the university is celebrating its twenty-fifth anniversary. Blanchard, who

grew up in Moncton, recently returned from Quebec City.

"I can see that Moncton is the only city in New Brunswick that has the potential to become a truly bilingual city. It's a microcosm of what Canada is all about, something special—and the university is the heart of it all. Moncton is *le bastion de la francophonie dans l'Est*; the U de M is the anchor point of French culture in Eastern Canada.

U de M students have something extra—we're doing a fine job and we're opening Moncton, New Brunswick, and Canada to new options.

We have a pool of expertise as well as a number of programs and research centres that are being used by companies, institutions and government organizations locally, throughout the province and in fact across Canada, as well as on the international level. Our Research Centre on Food Sciences is developing programs for the fishing and food processing industries, for example.

We have the reputation of ranking second in law schools in Canada in terms of quality of teaching, graduates and evaluation. Our Law School Translation Centre helps business with judicial terminology and translation.

We have a Research Centre on Administrative Science, our Technology Manufacturing Centre has a CADMI program—computer assisted design and manufacturing. Our Canadian Research Centre on Regional Development and our computer assisted

high-technology translation program are very well-respected.

We recently announced the establishment of a \$800,000 chair in International Marketing. It will help bring New Brunswick into la Francophonie, the new international business community of French-speaking nations, as it is now part of the Commonwealth.



Our graduates are succeeding well across Canada and even in the United States, and they are carrying the message about the university—and Moncton—with them.

The university is a focal point in Moncton in many other ways than just academic. We help make Moncton more dynamic and at-

tractive as a community.

Some of the faculty and staff of 700 come from cultures other than Canadian Francophone, and represent many different groups, which helps bring a new dimension to the community, as well as the university.

Because of U de M, Moncton is well on its way to becoming a full-fledged 'university city' and will continue to develop significantly as such in the next quarter century.

The campus plays host to a wide variety of conferences and scientific programs, bringing experts and their expertise to the community. We also boast a sports centre which is unique in Eastern Canada, an original and well-furnished museum of Acadian artifacts and a gallery of modern art. We sponsor a large number of special events, such as concerts, plays, sports events to name but a few.

As part of our anniversary theme, 'Building for the future,' we are revamping a lecture auditorium on the campus into a small concert hall. Next year the university will be proud to house a string quartet in residence. U de M is also heavily involved in arts and cultural projects in the community. Our professors act as advisors, for example, to the new Arts Centre Commission. We are behind the city and we are part of it.

I was raised in Moncton. In fact where the university stands today, was blueberry fields then, and I can see lots of changes.

The Université de Moncton is adding to the richness of Moncton. *Nous faisons la différence!*"

THERE'S LOTS OF BUSINESS ACTIVITY HERE

Comprehensive financial, marketing, insurance and supply services are available in Moncton.

EDDY BOUCHER IS PRESIDENT OF Quality Woodwork Ltd., a manufacturing company which produces custom-made kitchen cabinets, complete laboratories and industrial furniture for banks, schools and hospitals.

Boucher, who has a degree in business administration, grew up in the Moncton area, and is first vice-president of the Moncton Northeast Construction Association.

"I started in this location five years ago with 6,000 square feet of space. I now have about 25,000 square feet and could use more. All our manufacturing is done here in Moncton and there are several reasons why Moncton is a good location for us.

Of course the map speaks for itself. Moncton is so central. For receiving raw materials and then distributing our finished products to PEI, Nova Scotia and the North Shore (of New Brunswick) the cost of supply and distribution helps me offer a good pro-

duct at a good price.

Moncton's bilingualism and the fact that it is close to Quebec is important too because in the wood industry the province of Quebec is very powerful.

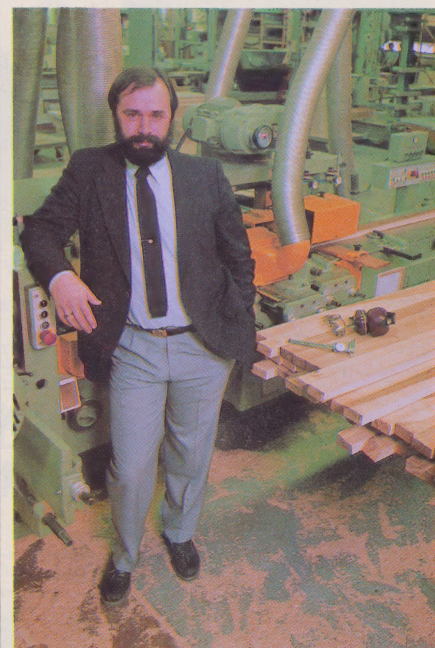
Another reason our location in Moncton is good is that Moncton is where there is lots of activity. Last year, for example, there were 32 openings of tenders for bids on projects like hospitals and schools. Of those, 27 were called here in Moncton.

There are also lots of architects and engineers here. In order to develop and sell our product, we have to work in close contact with the architects and engineers on these big projects so it's important they're close by.

I think Moncton's closeness to the Northeastern U.S. is good, too. We've had one project in New England and are expecting to do others. Because of the exchange rate, selling our product in Boston is almost easier than selling it in Halifax!

I also find that because regional head offices for services I need such as banks, are here, the decisions are made much more quickly. We don't have to wait for approval from strangers from far away.

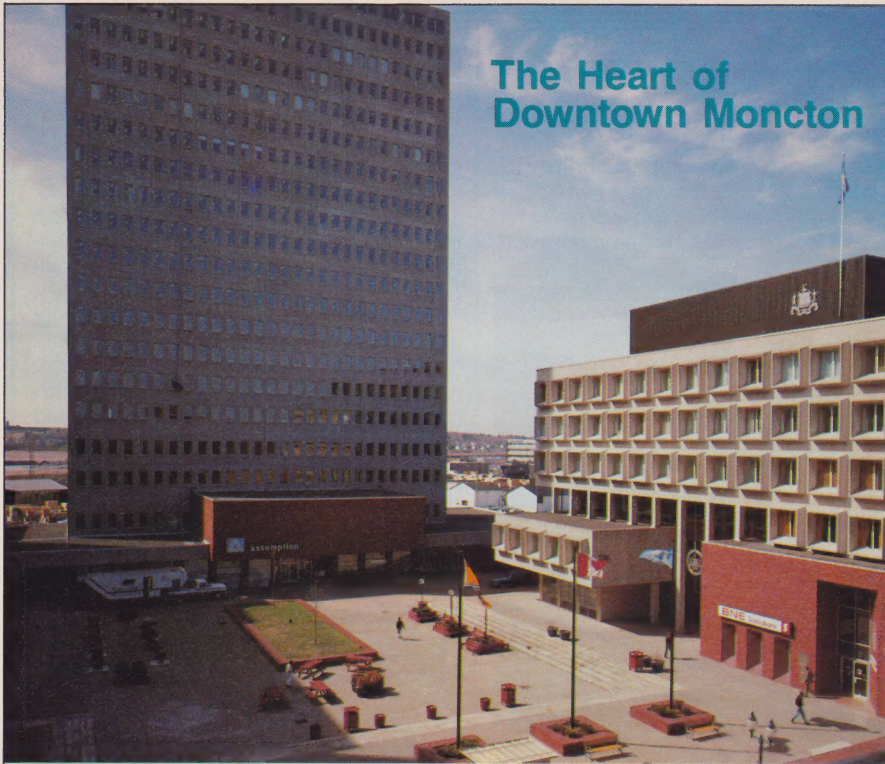
I've lived in this area all my life so I guess I take some things about living here for granted. But I do know that when I meet



people who have visited Moncton from Ontario or Montreal or the Northeast U.S., they seem to have good feelings about their stay here — and remember it.

I think Moncton is a place to be proud of!"

The Heart of Downtown Moncton



ASSUMPTION
Mutual Life Insurance Company
770 Main Street
Moncton, New Brunswick
Canada E1C 8L1



Place de l'Assomption Ltée
Assumption Place Ltd.
740 Main Street
Moncton, New Brunswick
Canada E1C 1E6

Property Management/Gestion immobilière

HIGH TECH COMMUNICATION FROM MONCTON IS EASY

State-of-the-art data processing services and equipment link business in Moncton, across Canada, and beyond.

PETER BLACKMAN IS PRESIDENT OF Datacor Atlantic, Inc., which is the largest data processing centre in Atlantic Canada. Datacor will be a major tenant in the new Blue Cross Centre, scheduled to open in October 1988. The Centre, a \$30 million project of Blue Cross of Atlantic Canada and Bruncor Inc, the parent company of NBTel, will be a state-of-the-art office complex specially constructed for utilization and flexibility of high-tech telecommunications systems. Blackman is originally from London, England.

"I came to Moncton about two years ago from Toronto and to be honest, I was ex-

There is a lot in it for you!

Membership in the Greater Moncton Chamber of Commerce means having a say in our community's future. It means activity, affecting change and making a positive difference toward economic growth in our region. Membership means business contacts, seminars, workshops and surveys--keeping business people informed. Drawing on the knowledge, experience, talent and energy of our community, the Greater Moncton Chamber of Commerce then puts it all to work for you.

236 St. George Street, Suite 110
Moncton, N.B. E1C 1W1
(506) 857-2883

WHAT'S IN IT FOR ME?



The Greater Moncton
Chamber of Commerce
La Chambre de Commerce
du Grand Moncton



tremely pleased to 'escape.' The atmosphere in Moncton is great; people are friendly; everyone tries to help. And I'm a sailor, so being so close to the ocean is a real bonus.

I've *never* seen anything like Fundy and Kouchibouguac National Parks. They're tremendous natural resources. At Fundy you can play golf among herds of deer! You'll not find that on very many golf courses anywhere.

The quality of life is very good. All facilities are provided. I like the bilingualism, biculturalism. I think that's especially important for families with children.

The cost of living is relatively low, property taxes are reasonable, house prices are good. In fact, somebody from Toronto can move here literally debt-free if they sell their home there and buy one in Moncton—and, in fact, their standard of living goes up.

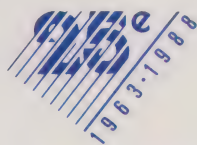
The clean air here is another tremendous asset. There's no smoke-stack industry here now and I think we should keep it semi-industrial.

I really believe the quality of life in Moncton attracts intelligent people.

Moncton is a very good regional centre for doing business in the Maritimes; it's centrally located, and because Datacor is interested in communications with the Atlantic Provinces, it's very easy.

To ensure that there are people in the Maritimes with knowledge of computerized systems, we're working with New Brunswick Community College to provide computer accounting courses.

Anyone that wants to set up high-tech functions can do it very easily in Moncton."



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entièrement de langue
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DE MONCTON

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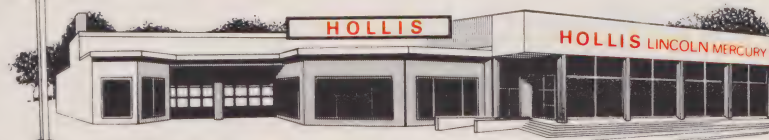
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Datacor's 'complete service approach' to meeting the customer's needs consists of using state-of-the-art hardware and software from IBM, the world's leading information technology company, the latest in telecommunications technology, highly-skilled technical resources, and thoroughly trained implementation staff.

Whether your firm is small or large we can tailor a service to meet your needs and, as your firm evolves in size and complexity we'll be right beside you to help you meet and exceed future demands.

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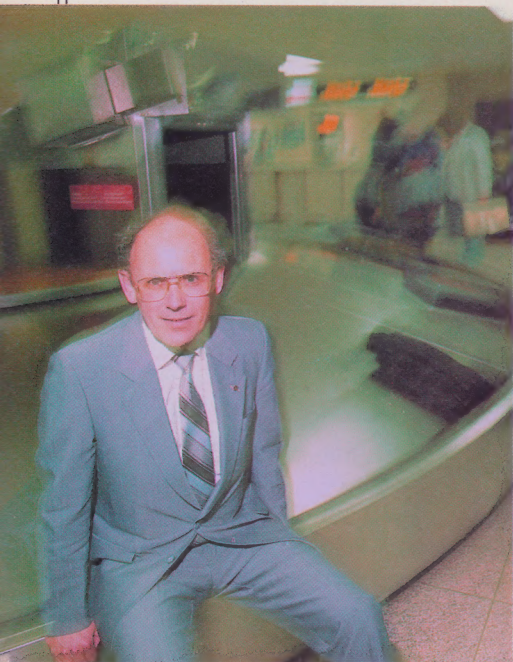
- * data processing
- * management and network services
- * disaster recovery services
- * facilities management
- * financial information systems
- * human resource management systems
- * patient care systems
- * office systems
- * point of sale systems
- * electronic banking systems
- * manufacturing systems

PERSONAL SERVICE IS IMPORTANT

Greater Moncton has a population of about 100,000. Thirty per cent list French as their mother tongue.

JON BOWMAN IS THE OWNER OF Harvey's Travel in association with P. Lawson Travel. He was born in Moncton, left the city, has travelled worldwide and decided to open his own business in Moncton, rather than accept a transfer to another city. Bowman is also Chairman of the Greater Moncton Chamber of Commerce's Air Services Committee.

"I sense a real, positive attitude in the business community here in Moncton. That's not to say we didn't have problems a few years back, but that was not just a Moncton problem—it was happening everywhere. We've gotten over that and in fact, New Brunswick is doing better than other provinces in Atlantic Canada.



It's an exciting time to be in business in Moncton, in the travel business especially and there's lots more coming down the line.

The new services offered by Air Atlantic and Air Nova in the past year and a half are a real benefit. In addition to putting us in more contact with Montreal and Toronto and points west, the flights to Boston also provide a nice connection mix with worldwide destinations. And now we have the additional

benefit of the new Inter-Canadian Service to Montreal and Toronto.

Moncton is developing into a bit of a hub on its own as a passenger centre, not just competing with Halifax. Geographically we're only a two to three hour drive from a market of over one million population and the Moncton Airport facility is one of the best in Canada, not just Atlantic Canada.

That's one of the reasons the airport is coming on stronger and stronger every day as an air freight centre. There's tremendous activity by the various courier services who fly in and out of Moncton and use it as a central point for transfers, mixes and redistribution. It makes sense these days for the movement of small parts for high tech industries and also enables companies to provide supplies or parts to customers quickly without having to maintain large inventories here.

Another exciting development that's in the works is that Air Canada is looking at having scheduled cargo service with a cargo freighter, not just as part of their passenger service.

That cargo service would be very important for fish producers, packers and people who market fresh produce. They would be able to fly their goods directly into Montreal or Boston—it would put them in a very competitive situation.

There are lots of good features of doing business in Moncton. The French and English get along very well. The Université de Moncton is a tremendous asset in what it has done for the community and our culture. It has brought a level of excellence we didn't have before, including resource people to our Chamber of Commerce and other organizations.

I'm a Monctonian through and through and I love it as a place to bring up my family. Where else could you enjoy three distinct activities in three very distinct areas in three days—a day at the cottage picking berries, the next day at the beach. One of our best-kept secrets are our beaches. How many people know about how uncrowded they are and that the water is the warmest north of the Carolina's? On the third day I can be sailing on Tignish Bay.

Finally, I've found a community spirit here that's not found elsewhere. The community supports itself. The Moncton Hawks, for example (an AHL team) weren't doing very well at the end of the season but thousands of fans turned out for the last game anyway, just to show their support.

It's refreshing to do business in Moncton. Because of the size of the city, I can make 14 calls in a day here, while somewhere larger, I might make only seven. Doing business is fun here, but it is not easy. Because there is a smaller population, consequently a smaller market, there are fewer opportunities—and you have to do better. Here you do business because you know your clientele; you take time for people. Personal service is still important.

Success in business in Moncton does not come without lots of hard work—but it does come—and we have all the other things and especially a very genuine positive feeling."



FACILITIES FOR BUSINESS ARE HIGH CALIBRE

The city has quality hotels, restaurants and night spots, and the largest coliseum-agrena complex east of Montreal.

DALE DALEY IS REGIONAL EXECUTIVE Vice-President for the Atlantic Region of Shoppers Drug Mart, which has 97 franchises throughout Atlantic Canada. Shoppers Drug Mart chose Moncton because it was located at the geographic centre of the area of a chain of stores it had purchased. Daley, a native of Bathurst, New Brunswick, has lived in Moncton with his family for eight years. In 1987 Daley was Campaign Chairman for the United Way of the Moncton Region Inc.

"Moncton is a good all-around place to live. It has all the advantages of larger areas, but none of the hassles. I can drive home in three to four minutes—and if there's a traffic jam, it takes five minutes.

At one time we considered moving our regional headquarters to Halifax, but none of the families wanted to leave Moncton. Children can be involved in all kinds of activity they want and be able to get to and from them easily.

The cost of living is another definite plus here, and people can be comfortable in both official languages.

From a business perspective, Moncton has high calibre facilities and quality accommodations. Shoppers Drug Mart has quite a few conventions and regional meetings and we're able to get any equipment we want or

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need for professional presentations.

The new service from Air Nova, Air Atlantic and Inter-Canadian is a major advantage. They have really increased the flights to be efficient and effective. It's helping Moncton be exposed to the rest of Canada.

As a company, Shoppers encourages its employees to be involved in sports and recreation—in fact, about 80 per cent of the employees here are—and we've found that a person can find everything he or she wants in the Moncton area. Five of the people on our executive committee are skiers and they can get to a slope in no time. A very special plus in living in Moncton is our closeness to the Restigouche and Miramichi Rivers, which have some of the best salmon fishing in the world.

As far as my involvement in the United Way is concerned, I find that people here are willing to give lots of time to volunteer activities. The community is generous with funds, too. We were well over our fundraising goal at the end of this year's campaign.

Moncton has everything any other place has to offer and lots of positive features. I can think of no better area to have a regional office."

MONCTON FACTS

Population (1986)

City of Moncton	55,468
Greater Moncton Census Area	102,084

Households (Greater Moncton—1986)

Total number	34,740
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Household Income

Average (1981)	\$22,618
Average (1985 est.)	\$27,500

Personal Disposable Income 1987

Moncton CA (Millions)	\$1,140.1
(Per Capita - \$11,141.)	
Moncton CA Economic Region (Millions)	\$1,723.2

Retail Sales 1987 (Millions)

Moncton CA (est.)	694.0
Moncton Economic Region (est.) (Westmorland, Albert, Kent Counties)	888.5

Moncton Labour Force (1981)

Community/Bus./Pers. Services	30%
Trade	22%
Transport/Comm./Utilities	16%
Pub. Admin. & Defense	10%
Manufacturing	10%
Construction	6%
Financial/Ins./Real Estate	5%
Primary Industry	1%
Total Labour Force Participants	= 45,335

Moncton Construction Statistics (Greater Moncton—1987)

Residential	\$41,016,541
Institutional	44,138,628
Commercial	30,284,198
Industrial	5,513,400
Other	524,278
Total value of construction	\$121,477,045

Average House Price

Three-bedroom bungalow, January 1988	\$72,500
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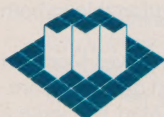
Real Estate Sales (Millions)

Greater Moncton	
1986 - A record year	\$64.
1987 - A new record year	69.

Catch the Downtown Feeling!

Moncton, New Brunswick

Over the past five years, the number of businesses choosing to locate in downtown Moncton has nearly doubled. If you want to join a progressive, vital and well connected business community, call us.



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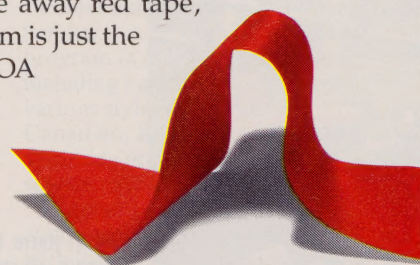
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WHAT CAN ACOA DO FOR YOU?

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When we consulted with people from the region, they told us we should make dealing with government on development programs simpler. We combined the Industrial and Regional Development Program (IRDP) and the Atlantic Enterprise Program (AEP) to create the ACOA Action Program—flexible and responsive to the needs of Atlantic Canada.

If you have a good idea that fits into one of these eligible categories, we have representatives who want to hear the details: agriculture (except farming), aquaculture, commercial research and development facilities, freight forwarding, logging, manufacturing, mining and related services, business service industries, other service industries, storage and warehousing, tourism, and repair and maintenance services.

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IN ATLANTIC CANADA THE FIRST THREE RULES OF SUCCESS ARE: LOCATION LOCATION LOCATION



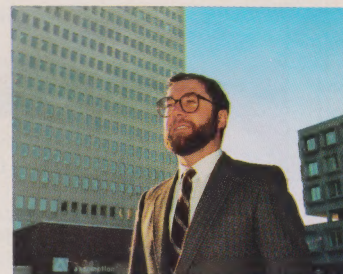
Location for innovative manufacturers like Ocean Optical Ltd.



Location for salt water sailing in the Northumberland Strait, just 20 minutes away from downtown Moncton.



Location for Blue Cross Atlantic and Brunco's \$30 million joint venture in downtown Moncton which will house Datacor Atlantic — the most sophisticated computer centre in the region.



Location for the head offices of companies like Assumption Mutual Life.

When you're talking location in Atlantic Canada, you're talking Moncton NB. Here's a city that owes much of its ongoing success to its unique placement. The location advantages enjoyed by Moncton can also be shared with your company, and your family.

The hub of the Maritimes. Check the map and you can see how well Moncton is positioned at the centre of the region. Which makes it the logical hub of regional transportation, distribution and communications.

The Globe & Mail recognized this when they located their Atlantic edition printing facility in Moncton.

Moncton's rail, road, air interface is the central link in a continent-wide network.

Move right in. Opening your business in Moncton NB puts you in some very good company. The head, and regional head offices, of a number of major corporations enjoy the location advantages of Moncton NB.

New Brunswick's most successful industrial parks are located here. A down-

town renaissance has created a dynamic new look and a highly positive attitude — plus a variety of modern office space.

With 100,000 sq ft, the Moncton Coliseum/Agrena is the largest trade show facility in Atlantic Canada.

Moncton NB is further developing its enormous potential as a tourist destination, with a \$12 million development at the famous Magnetic Hill site including a huge water theme park.

The living is easy. Moncton NB is a city with roots and traditions. Families have lived here for generations. A complement of educational, cultural and community services is already in place. Among other things, this provides an available, stable workforce.

Moncton is a *highly* desirable place to live.

Find out more, call or write Paul Daigle, Moncton Industrial Development, 95 Foundry Street, Moncton, NB, E1C 5H7, Telephone 506 857-0700.

Location, location, location... that's Moncton, NB.



MONCTON NB

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